CLAIM AMENDMENTS

1. (Currently Amended) A method comprising:

allowing the use of content on a content receiver;

~~automatically interrupting the use of the content;~~

~~enabling the receiver to temporarily replace the content with advertising;~~

collecting information about a characteristic of ~~a~~ the receiver;~~and~~

providing that information to a remote processor-based system to select, from an advertising database, an advertising subset that is based on the characteristic of ~~for use in connection with~~ the receiver[[.]];

receiving the advertising subset on the receiver to selectively choose an advertisement from the advertising subset for storage; and

automatically interrupting the use of content to temporarily replace the content with an advertisement.

2. (Currently Amended) The method of claim 1 including ~~receiving an advertising database and~~ combining the ~~database~~ adverstising subset with advertising available on the receiver.

3. (Currently Amended) The method of claim 1 wherein ~~determining~~ collecting information includes monitoring the activities of the user of the receiver.

4. (Currently Amended) The method of claim 3 wherein ~~determining~~ collecting information includes developing a database of information about activities undertaken by the user of the receiver.

5. (Original) The method of claim 4 including selecting advertisements stored on said remote processor-based system based on information about the user of

the receiver.

6. (Original) The method of claim 5 including compiling a local electronic guide to advertising resources by accessing advertisements available on said remote processor-based system.

7. (Original) The method of claim 1 including determining a characteristic of advertising and comparing said characteristic to information about the use of the receiver.

8. (Original) The method of claim 1 including enabling a variety of content to be selected for play at any time.

9. (Original) The method of claim 1 including automatically replacing the content with advertising after allowing content to be used for a predetermined amount of time.

10. (Original) The method of claim 1 including automatically determining at predetermined times whether to replace the content.

11. (Currently Amended) An article comprising a medium for storing instructions that enable a receiver to:

allow the use of content on the system;

automatically interrupt the use of the content;

enable the system to temporarily replace the content with advertising;

collect information about characteristics of the receiver; [[and]]

provide the information to a remote processor-based system to select,

from an advertising database, an advertising subset for use in connection with the

receiver[[.]]; and

4

receive the advertising subset on the system to selectively choose an advertisement from the advertising subset for storage.

12.   (Original) The article of claim 11 further storing instructions that enable the receiver to enable a variety of content to be selected for play at any time.

13.   (Original) The article of claim 11 further storing instructions that enable the receiver to monitor the activities of the user of the receiver.

14.   (Original) The article of claim 13 further storing instructions that enable the receiver to develop a database of information about activities undertaken by the user of the receiver.

15.   (Original) The article of claim 14 further storing instructions that enable the receiver to select advertisements stored on the remote processor-based system based on information about the user of the receiver.

16.   (Original) The article of claim 15 further storing instructions that enable the receiver to compile a local electronic guide to advertising resources by accessing advertising available on the remote processor-based system.

17.   (Original) The article of claim of 11 further storing instructions that enable the receiver to determine a characteristic of advertising and compare the characteristic to information about the use of the receiver.

18.   (Original) The article of claim 11 further storing instructions that enable the receiver to automatically replace content with advertising after allowing content to be used for a predetermined amount of time.

19.   (Original) The article of claim 11 further storing instructions that enable the receiver to automatically determine at predetermined times whether to replace said content.

20.   (Currently Amended) The article of claim 11 further storing instructions that enable the receiver to automatically compile a receiver-based database of advertising.

21.   (Currently Amended) A system comprising:

a receiver that receives the transmission of content, said receiver including a shell to enable the use of content to be interrupted and temporarily replaced with advertising; and

storage coupled to said receiver storing instructions that enable said receiver to determine information about the use of the receiver, receive, from a remote processor-based system, a subset of advertisements based on the information about the use of the receiver, and use the information to select the advertising selectively choose an advertisement.

22.   (Original) The system of claim 21 wherein said system is a television receiver.

23.   (Original) The storage of claim 21 wherein said receiver automatically replaces the content with advertising after allowing content to be used for a predetermined amount of time.

24.   (Original) The system of claim 21 wherein said receiver automatically determines at predetermined times whether to replace the content with advertising.

25. (Original) The system of claim 21 wherein the receiver enables a variety of content to be selected for play at any time.

26. (Original) The system of claim 21 wherein said storage stores instructions that enable the receiver to monitor the activities of the user of the receiver.

27. (Original) The system of claim 26 wherein said storage stores instructions that enable the receiver to develop a database of information about activities undertaken by the user of the receiver.

28. (Original) The system of claim 21 wherein said storage stores instructions that enable the receiver to access a database of available advertisements on a remote processor-based system.

Claim 29 (Canceled).

30. (Currently Amended) The system of claim [[29]] 21 wherein said storage stores instructions that enable the receiver to compile a local electronic guide to advertising resources by accessing advertisements available on the remote processor-based system.

31. (New) The system of claim 21 wherein said storage stores instructions that enable the receiver to access a database of available advertisements on a specialized, remote processor-based system.

32. (New) The system of claim 31 wherein said storage stores instructions that enable the receiver to access a database of available advertisements on a remote processor-based system specialized for a particular language.